



CALPEEK

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CA's LOW PRIMARY VOTE: WHAT'S THE REASON???

Editor's note: The 32.9% voter turnout in Calif.'s June 7th primary was the lowest for a Statewide election in the post-WWII era. The big question is WHY so few who were eligible bothered to vote?? Here's our brief report & analysis...

...Mark DiCamillo and Mervin Field, who produce The Field Poll, classify **non-voters** into four(4) categories:

1) 40% are *political passives* --- most aren't registered and tend to be younger, with less education & income; 2) 25% are *politically alienated* --- folks who feel they are unable to control or affect government; 3) another 25% are *contented apathetics* --- middle-aged/class who tend to think everything will be okay whether or not they vote; and 4) about 10% are *system disenfranchisees* --- those who have voted in the past and would like to vote now, but are no longer registered...

...As to why the above don't vote, DiCamillo and Field say, "The public is gradually losing faith in the ability of federal, State and local governments to successfully or adequately deal with today's societal problems."...

...While the above statement is undoubtedly true, various CALPEEK sources think there is a more practical reason why the public is turned off: *the public is not getting the political information they require to make informed decisions ---- in other words, the news media is doing a lousy job of covering elections.* This is particularly true of television news...

...And what does local TV news cover most often? **Crime**. You know the saying, "If it bleeds, it leads." The L.A. chapter of Fairness & Accuracy in Reporting recently finished a week-long (May 8-14) study of L.A.'s 7-station market in which from 23% to 54% of *all news coverage dealt with crime*. During this period, 1 month prior to the June primary, only two stations (9

& 13) carried campaign stories for a total of 8 minutes and 22 seconds. Some sources say if CNN can devote 30 minutes per day to pure political & campaign coverage, then local TV news ought to give at least 3-to-5 minutes a day to covering politics...

...If TV did a better job, would any of the 4 groups of non-voters be impacted? Just a guess, but probably those in groups 3 & 4. What are the prospects of getting better political coverage from TV? Not great, but there are some citizens who may get together to see if something can be done. Stay tuned...

It's time for a week's worth of vacation. We'll be taking off next week, so don't look for your June 27th newsletter. Our next issue will be dated July 4th...

CAMPAIGN 1994: CALPEEK's WINNERS & LOSERS.

Editor's note: For what it's worth, here is one of your favorite CALPEEK columns: *winners & losers* from the June 7th primary. Now sit back and enjoy, weep or scream...

● **Perfect Night Award** - To Galanty & Co., who produced TV spots for winning Demos Phil Angelides (Treasurer) and Art Torres (Insurance Commissioner); and for San Diego DA candidate Paul Pfingst, who finished 1st in a field of 5 candidates and is in a runoff with Muni Judge Larry Stirling...

● **The Postman Doesn't Ring Twice Award** - To BAD Campaigns. You'd think that the mistakes from 1992 would have been corrected, but again, the big slate produced by Berman & D'Agostino Campaigns was either late or, in some cases, didn't arrive...

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- **Hottest Political Newcomer** - Demo Controller nominee Kathleen Connell. She also had one of the better TV ads in the primary, with a great tag line: "She's not a professional politician --- but who needs one."...

- **Most Exciting Campaign** - The unsuccessful GOP gubernatorial campaign of Ron Unz, the *right wing Republican Renaissance Man*. Try to say that after a 6-pack or two...

- **Tops in Political Coverage Award** - To L.A.-based Century Cable TV and host Bill Rosendahl. Century's crew produced 30 primary election specials --- all of which were bicycled to other cable outlets in Calif. Runner-up: KABC Radio's Michael Jackson, who hosted both the Demo & GOP gubernatorial debates...

- **Comeback Medium** - RADIO. Lots of candidates rediscovered radio as a messenger for political advertising. Users including Unz, McClintock, Woo, Miller, Moore, Margolin & Conran --- at the statewide level...

- **Never Had a Chance Award** - To Demo Insurance Comm. John Garamendi. He started way too late and never raised the kind of serious money necessary to wage a competitive campaign. Runner up: GOP U.S. Senate candidate Bill Dannemeyer...

- **Most Focused Campaign** - Gov. Pete Wilson's team determined early on that Garamendi would not win and *focused all their fire* on Kathleen Brown, who they correctly predicted would win the Demo primary. In blasting Brown the way they did, Wilson's team has closed the gap with Brown and has tightened this race to the point that right now it's a toss up...

- **Best One Liner About Gov. Wilson** - "He's Evelle Younger without charisma." CALPEEK can't reveal the source on this one --- but it was a Republican...

- **Pulling Victory from Jaws of Defeat Award** - To Demo Assemblywoman Delaine Eastin, who made the runoff for Supt. of Public Instruction. Lots of folks were running scared...

- **Campaign Which Never Took Off Award** - To Demo Controller candidate Don Perata...

- **Should Have Never Run Award** - To GOP LG candidate Stan Statham...

- **Losers Who Were Expected to Win Award** - GOP controller candidate John Morris and Demo SOS candidate Mike Woo...

- **Mr. Lucky Award** - To BOE member Brad Sherman, who wisely got out of the Demo controller's primary and can thank his lucky stars that State Sen. David Roberti decided to run for Treasurer instead of BOE...

- **Consultants Full Employment Award** - City Slickers II --- The Legend of Huffington's Gold. Stay tuned...

CALIF. DA RACES: 9 INCUMBENTS DEFEATED.

Nine(9) incumbent county district attorneys seeking reelection in the June 7th primary were defeated and two(2) others were forced into November runoffs. Of the 9 who were ousted, the best known was Ed Miller of San Diego, who was the "Dean of the DAs" with 24 years on the job. With Miller's defeat, the new "Dean of the DAs" is Don Stahl of Stanislaus Co., who was first elected in 1973...

...New DAs include Timothy Pemberton of Alpine, who defeated Henry Murdock; Steve Cilenti of Amador, who defeated Larry Dixon; Gary Lacy of El Dorado, who defeated Walter Miller; Gilbert Otero of Imperial, who defeated William Jaynes; Gary Strickland of Kings, who defeated Garry Gonsalves; Hugh Comisky of Modoc, who defeated Ruth Sorensen; Brad Fenocchio of Placer, who defeated Paul Richardson; and Jeff Thompson of Tehama, who defeated Daniel Irving. There are two other new DAs: Michael Mullins of Sonoma Co. and Tom Orloff of Alameda Co. Both ran for open seats after incumbents retired...

...DAs who are in runoffs include Sacto Co.'s Steve White vs. Dep. DA Jan Scully; and Tuolumne Co.'s Michael Knowles vs. Nina Deane. Non-incumbent DA races include Mariposa Co. (Frank McNally vs. Christine Johnson); San Bernardino Co. (Dennis Stout vs. Jim Penman); and San Diego Co. (Paul Pfingst vs. Larry Stirling). Stay tuned...

CA SHERIFFS RACES: 3 INCUMBENTS OUSTED.

Ten(10) incumbent county sheriffs pulled the plug and retired, meaning there were numerous mad scrambles for these highly prized offices. In addition to the 10 who retired voluntarily, 3 incumbents were given the boot by voters. The best known sheriff to be ousted was San Diego's 1st term Sheriff Jim Roache, who was mashed by former San Diego PD Chief Bill Kolender. Also ousted was Inyo Co.'s Al George (by Sgt. Dan Lucas); and Del Norte Co.'s Don McDonald (ousted by Sgt. Jim Mareddy)...

...Five incumbent sheriffs find themselves in runoffs. They include Alpine Co.'s Skip Veatch vs. CHP Off. Lew Roper; Calaveras Co.'s Bill Nuttall vs. Dennis Downum; Humboldt Co.'s David Renner vs. Dep. DA Dennis Lewis; Tehama Co.'s Mike Blanus vs. Red Bluff PD Off. Robert Heard; and Tulare Co.'s Butch Coley vs. Visalia PD Lt. Bill Wittman...

...New sheriffs include Ken Marvin of Kings; Daniel Paranic of Mono; Ed Bonner of Placer; Larry Smith of Riverside; and Gary Penrod of San Bernardino. Stay tuned...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **It's Damage Control Time** - Bet your first born that the Wilson reelection team is *steaming* at the news that the Dept. of Finance made a \$2.7 billion mistake in estimating cash flow that not only hurts Gov. Pete's proposed new budget, but also gives Demo Kathleen Brown a legit reason to bash the governor. The Wilson team is now in a damage control mode for the next few days. We'll see how they handle (spin) this...

- **CDP's November Plans** - It shouldn't come as a shock to learn that CA Demos plan to sink lots of money into a major GOTV operation for the Nov. 8th election. According to sources, the **coordinated campaign** has a budget of \$6-8 million. Part of the budget will be spent on a huge registration drive (Demos are hoping to register 500,000 to 1 million new Demos); a *first ever* VBM (vote by mail) program; and a major field operation prior to and on election day...

- **Single Payer Health Initiative** - Although the CA

Health Security Act - single payer health plan initiative to cover all Californians - has yet to qualify for Calif.'s Nov. 8th ballot, opponents have hired Goddard Clausen/First Tuesday as the lead campaign consultants, with Braun Ketchum PR handling news media relations. The opponent cmt. is called Taxpayers Against the Govt. Takeover. The umbrella group supporting the initiative goes by the name of Californians for Health Security. Paul Milne is the group's cmp. mgr. They were interviewing various consultants as CALPEEK went to press. Supporters are sure they've got enough signatures to make the November ballot...

- **Ueberroth Endorses DiFi** - GOP businessman Peter Ueberroth has endorsed U.S. Sen. Dianne Feinstein(D) for reelection and will serve as her campaign co-chair. Other GOP business leaders backing DiFi include Jim Didion of Coldwell Banker; F. Warren Hellman of Hellman & Friedman; Kent Kresa of Northrop Grumman Corp.; Lou Platt of Hewlett Packard; Rocco Siciliano, former chair of the CA Business Roundtable; and Brayton Wilbur Jr. of Wilbur-Ellis Company...

- **The Huffington Watch** - Will GOP U.S. Rep. Michael Huffington's absolute refusal to make public his federal income tax returns become a major issue in the U.S. Senate campaign? Both Demo & GOP sources not connected with either campaign say YES. By now most voters know Huffington is very rich --- but where does he get his income? He claims to have given lots of money to charity. But are the charitable contributions given to groups that help people in need -- or are they given to some other types of 501-C-3 organizations or other tax exempt groups? And are there contributions to the Movement of Spiritual Inner Awareness --- the outfit run by John-Roger? Inquiring minds want to know...

- **46th C.D. Demo Blues** - As much as the Demos in Orange Co. would love to defeat GOP U.S. Rep. Bob Dornan, several Demo sources say their nominee, businessman Mike Farber, has turned out to be a *disappointment*. He moved into the 46th C.D. to run against Dornan, but his campaign has never really caught fire. Farber won the nomination over perennial candidate Robert Banuelos, who ran against Dornan in 1992, but by only 200 votes. Farber got 29.5% to Banuelos' 28.6%. Odds of Farber beating Dornan on Nov. 8th? Not great. Stay tuned...

CRL TO HOST POST PRIMARY MINI CONFERENCE.

The CA Republican League(CRL) will conduct a mini-conference on the June 7th primary, with GOP consultants, a panel featuring Sacto press corps members and some of the CRL endorsed statewide candidates. 10 a.m. to 4 p.m., June 25, Sacramento Clarion Hotel. For info & cost (415)341-9229...

WIPA TO HOST L.A. COUNCILWOMAN LAURA CHICK.

L.A. Councilwoman Laura Chick will be the featured speaker at a June 27th luncheon sponsored by Women In Public Affairs, 11:30 a.m. reception, 12 noon lunch, Hotel Inter-Continental L.A. For info call Leila Campos at Gannett Outdoor (213)276-7206...

QUACKENBUSH TO ADDRESS L.A. PA OFFICERS.

GOP Assemblyman Chuck Quackenbush, the GOP nominee for Insurance Commission, will address members of the L.A. Public Affairs Officers Assn., 11:30 a.m., June 28, Hotel Inter-Continental L.A. For info, call Karen Legier at ARCO (213)486-1931...

AIR QUALITY TOPIC OF L.A. AFFAIRS FORUM.

"What do the proposed air quality plans mean for the future of L.A.," is the topic of the 7:30 a.m., June 29 breakfast meeting of L.A. Current Affairs Forum at the Hyatt Regency Hotel, L.A. For info call Emma Schafer at (310)445-8862...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Demo consultant Terry New has taken over as Finance Director of the CA Demo Party. Another recent addition to the CDP is William Bradley, who becomes a senior advisor. Bradley had been with Kathleen Brown's campaign in a similar capacity, but resigned when he and Brown consultant Clint Reilly had differences over the direction of the campaign. That's the official spin, but there's more to it...

● American Data Mgt. now operates ADM Printing & Graphics at their Mt. View facility. New staff includes mgr. Jin Kim and Brad Brubaker. ADM is a union shop affiliated with CWA Local 9409...

● S.F. campaign consultants Terris & Jaye have moved to a new office at 400 Montgomery St., Ste. 900, S.F. 94104. Same phone & fax...

● Amy Pew & Jeff Tarmy have been hired as AEs by the S.F.-based firm of Kamer/Singer & Assocs...

● Attorney Darrell J. Salomon has joined the S.F. law firm of Keck, Mahin & Cate as a partner...

● Dan Pellissier has relocated to Sacto, where he has taken a job with CAL EPA...

● As of July 1, Maeley L. Tom, former COS to Senate Pres. David Roberti, will become a Sr. VP with DC-based Cassidy & Associates. Tom will open C&A's West Coast office at 980 9th St., 16th Floor, Sacto, CA 95814 (916)449-9588...

● Consultant Bryan Godbe moves Godbe Communications to 785 Main St., Ste. A, Half Moon Bay, CA 94019 (415)712-3130...

● Englander, Wooldridge & Pierson have split up. Dan Wooldridge & Jerry Pierson have formed a new cmp. mgt./govt. relations firm with PA consultant Bert Ashland. The new firm is called Ashland Wooldridge Pierson, 1516 N. Sycamore St., Santa Ana, CA 92701. (714)571-0805...

● Harvey Englander has moved to 19671 Beach Blvd., Ste. 425, Huntington Beach, CA 92648. (714) 374-2248. Englander is expected to join forces with a major DC campaign mgt. firm.

CALPEEK'S MARKETPLACE NETWORK

● **EXECUTIVE DIRECTOR** - The Calif. Independent Public Employees Legislative Council (CIPELC) based in Sacramento is seeking a motivated individual or firm to act as Executive Director. Coordinate legislative program for coalition of 23 independent public employees associations/unions representing over 50,000 local government and classified school employees; direct and assist contract lobbyist, analyze and monitor legislation, communicate with member organizations. Good written, verbal and analytical skills. Public sector labor experience a plus. Salary DOQ. Reply by July 1, via resume with salary history to Ken Williams, CIPELC President, P.O. Box 308, San Bernardino, CA 92402...

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